



Master of Science in

# MARKETING

Harness the research expertise of one of the most respected universities in the world to test, apply, and master breakthrough marketing ideas - ahead of the industry.

- » **Full-time location**  
Baltimore, MD (Harbor East)
- » **More information**  
carey.jhu.edu

- » The full-time MS in Marketing with a concentration in marketing analytics is **STEM-designated.**

## Curriculum

### Business foundations (8 credits)

- » Business Communication
- » Business Leadership and Human Values
- » Marketing Management
- » Statistical Analysis

### Functional core (18 credits)

- » Business Analytics
- » Consumer Behavior
- » Customer Analytics
- » Data Analytics
- » Marketing Research
- » Marketing Strategy
- » Pricing Analysis
- » Social Media Analytics
- » Strategic Market Intelligence

### Electives (10 credits)

Choose 5 courses:

- » Accounting and Financial Reporting
- » Advanced Behavioral Marketing
- » Branding and Marketing Communications
- » Business Law
- » Business-to-Business Marketing and Channel Strategy
- » Customer Relationship Management
- » Designing Experiments
- » Integrated Digital Marketing
- » New Product Development
- » Retail Analytics
- » Sales Force Management

*Courses are 2 credits unless otherwise noted*



**1 YEAR**  
**FULL-TIME**  
**36 CREDITS**

**681**

average GMAT score

**3.45**

average undergraduate GPA

**<1**

average years of full-time work experience

**78%**

female students

**22%**

male students



The Johns Hopkins Carey Business School is accredited by the Association to Advance Collegiate Schools of Business, the world's leading authority on the quality assurance of business school programs.

Fall 2018 data



## Employment outcomes

\*Based on data collected from 59% of 2017-2018 graduates



### Accepted offers by industry

- 3% Transportation/logistics
- 3% Media/entertainment
- 3% Energy
- 6% Financial services
- 6% Manufacturing
- 6% Real estate
- 9% Consulting
- 15% Other
- 20% Energy
- 29% Packaged goods



### Accepted offers by function

- 64% Marketing/sales
- 15% General management
- 6% Consulting
- 3% Finance/accounting
- 3% Operations/logistics
- 9% Other

# 74%

**of graduates accepted full-time positions** within 6 months of graduation\*

## Career opportunities

Advance your career across numerous industry sectors, including technology, manufacturing, media, entertainment, real estate, and health care.

### Employers\*

- » Bloomberg
- » China Merchant Bank
- » DJI
- » Daimler
- » Didi
- » IBM
- » Lenovo
- » Louis Vuitton Moët Hennessy (LVMH)
- » Mars
- » P&G
- » RedStone Haute Couture
- » Shell
- » Kraft Heinz
- » Tiffany & Co.
- » Sinopec
- » Unilever

### Titles\*

- » Marketing Analyst
- » Account Supervisor
- » Digital Marketing Manager
- » Senior Product Manager
- » Global Management Trainee

\*Not a comprehensive list

## Scholarships and financial aid

Johns Hopkins Carey Business School offers numerous options for financing your education, including merit-based scholarships, loans, payment plans, and tuition reimbursement available to those who qualify.

[carey.jhu.edu/admissions/financial-aid](http://carey.jhu.edu/admissions/financial-aid)

## More information

Contact Admissions:

[carey.admissions@jhu.edu](mailto:carey.admissions@jhu.edu)

410.234.9220 / [carey.jhu.edu/visit](http://carey.jhu.edu/visit)

877.88.CAREY (877.882.2739)

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